M4G Awards - How to apply

Steps to apply

The Mobile for Good Awards 2015 is a two-stage application process, as follows:

Stage I

- The applicants are required to fill in an online entry form
- The entry forms will be evaluated by the screening committee based on the eligibility criteria and pre-defined parameters to shortlist applicants

Stage II

- Only shortlisted applicants will receive a copy of the detailed application form via e-mail; which they will be required to fill and submit via e-mail

M4G 2015 Award to Leading Change makers - NPO category:

- Indian registered NPO's who have been registered on or before 30 June 2012 (three years from the announcement of awards)
- However, any NPO which is not registered in India but has a presence across three or more locations and can showcase work experience of not less than 5 years with tie-up with Indian registered NPOs is eligible. In case the NPO is not registered in India, it can participate in a consortium/ association with an Indian Registered NPO. Also the funding grant will be released to the registered NPO in India of the consortium/ association.

- All government agencies/ departments/ministries are eligible to apply under the separate sub category "Government Solutions". However, there shall be no funding grant. The award to them shall be in the form of certificates/ souvenirs.
- The project/initiative shall be based on Mobile platform or shall leverage mobile-based technologies.
- The project/initiative shall be in operation/ implementation for a period of minimum 6 months (preferably 6 months to one year)
- The applicants with FCRA compliance shall only be eligible to apply
- The NPO shall be capable of demonstrating the success, scalability and sustainability of their project (through documentations – success stories etc.)

Previous winners of M4G Awards shall be applicable to apply only if the project/ solution is different from what they were awarded for and not otherwise

Key Dates and Time
22 June 2015

Online applications to 2015 M4G Awards Open!

25 June 2015

Roadshow - Vivanta By Taj – President, Cuffe Parade, Mumbai

10 am until 2.30 pm

2 July 2015

Roadshow – Hyderabad

10 am until 2.30 pm

31 July 2015

Applications close!

Mid- September 2015

Announcement of shortlisted nominations for next level of selections

10 October 2015

Mobile for Good Awards 2015 - Grand Jury, New Delhi

Finalists to present in front of Jury

3 December 2015

Mobile for Good Exhibition & Main Awards Event 2015 – Eros Hotel, Nehru Place, New Delhi

About the Awards

The innovation by Martin Cooper – mobile – has given a compact, packaged power in the hands of the common man making him capable of creating a digital revolution. Considering the significant potential of this innovation in the social development context, the Vodafone Foundation through the Mobile for Good (M4G) Awards, provides a platform to recognise and support mobile innovations addressing social issues in India.

With around 943.97 million wireless subscribers (31 Dec 2014) and around 167.9million smartphone users (2015), India has reached a tele-density of around 77.58 (31 Dec 2014)[1].

This provides a potential prospect to leverage the mobile platform and address the information and developmental needs of the communities – in both rural and urban areas.

As the country embarks on formulating strategies towards achieving the Sustainable Development Goals with emphasis on sustainable and inclusive growth, the Vodafone Foundation is committed to addressing humanitarian challenges relating to education, health, equality and access through the power of technology.

In this regard, the Mobile for Good Awards is an effort to recognise, promote and support mobile innovations for driving social change in India. Since 2011, we have recognised 22 diverse NGOs & social enterprises in India. Winning NGOs receive critical funding & mentorship. The Awards are back for the fifth consecutive year in 2015.

Background of the Mobile for Good Awards in India

Mobile for Good Awards, a flagship initiative of the Vodafone Foundation in India supports emerging mobile solutions with transformational impact on the society. In 2011, the Vodafone Foundation introduced the 'Mobile for Good' (M4G) Awards under the framework of the existing mBillionth award, instituted by the Digital Empowerment Foundation (DEF) in India. The awards recognised and supported four best practice NGOs/NPOs using mobile technology in the areas of **m-health**, **m- education**, **m-governance** and **m-business** inclusion in India, through crucial funding and mentorship.

In July 2014, the Awards launched with a broader scope of competition to motivate and encourage greater innovations in mobile content and service delivery.

- We introduced two Awards categories- Main & Special to select winning mobile technology led innovations by NGOs & NPOs (Main category) and by for-profits & individuals (Special category) across the five areas of education, health, governance, women empowerment & inclusive development and agriculture & environment.

- We increased the value of the Awards grant, in Main category, to INR **6,000,000** between five best-practice NGOs/NFPs for life-changing mobile solutions. Each winning NGO received INR **1,200,000** grant monies.
- Further, we revamped the mentoring programme and offered the Main Category winners with more customized and mentorship to upscale their solutions.

Follow the links:

http://www.samajkalyandoc.weebly.com

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